



20 February 2007

‘On Camp with Kelly’ athletes to compete at European Athletics Indoors Championships

Eight talented young middle distance athletes will have the fantastic opportunity of competing amongst Europe’s best athletes at the European Athletics Indoor Championships when they take place at the National Indoor Arena in Birmingham from 2 to 4 March 2007.

The athletes, who are part of Double Olympic Champion Dame Kelly Holmes’ ‘On Camp with Kelly’ initiative supported by Norwich Union, will compete in a 1500m race at 13:05 on Saturday 3 March. Competing in the race are: Tara Bird (Woodford Green with Essex Ladies), Rosy Cooper (Aldershot Farnham & District), Hannah England (Oxford City AC), Joanne English (Ireland), Emily Goodall (Crawley AC), Emma Pallant (Aldershot Farnham & District), Linzi Snow (Woodford Green with Essex Ladies) and Rachael Thompson (Liverpool Harriers).

Dame Kelly started ‘On Camp with Kelly’ in early 2004 as a result of her desire to help young athletes learn what it takes to become world class and achieve their dreams. Thanks to the funding provided by sponsor Norwich Union, over 30 young British female endurance athletes have been able to be involved in the initiative which includes educational activities, training camps, races, mentoring from Dame Kelly and financial and medical support.

Dame Kelly said: “On Camp with Kelly is about giving the athletes all the tools they need to achieve at the highest level in athletics. This is a great chance for them to experience what it’s like to compete at a major championship, from having to report for their race in time to speaking to the media in the mixed zone after they have competed. I am sure that the girls will all benefit greatly from the experience and the chance to rub shoulders with some of Europe’s best athletes.”

Tanya Veingard, Head of Sponsorship & CSR at Norwich Union said: “At Norwich Union we are committed to providing opportunities for young athletes and helping to make it easier to

achieve their dreams. Through our support of On Camp With Kelly we are delighted to be helping nurture and develop these talented girls into world class athletes that Britain can be proud of and we look forward to seeing them progress from strength to strength.”

The European Athletics Indoor Championships is a European Athletics event which is being jointly organised by Birmingham City Council and UK Athletics. All the competitors in the ‘On Camp with Kelly’ race will be treated in the same way as the other 600 athletes from around 50 countries who will be participating in the Championships.

Tickets for the Championships have now sold out on Saturday and Sunday but there are still tickets for Friday 2 March when the destination of four gold medals will be decided, including for the women’s pentathlon which is likely to feature Kelly Sotherton and Jessica Ennis for Britain and Carolina Klüfft, Sweden’s Olympic and World gold medallist and the reigning European Indoor champion.

To find out more about the Championships call 0870 739 2007 or log onto www.birminghamathletics2007.com.

Notes to Editors

- As well as sponsoring the ‘On Camp with Kelly’ initiative, Norwich Union, the UK’s biggest insurer, is the Premier National Partner for the European Athletics Indoor Championships and the Number 1 sponsor of UK Athletics.
- For media enquiries regarding the European Athletics Indoor Championships please contact Sarah Guest on 0121 675 2715 / 07766 924280 or e-mail sarah_guest@birmingham.gov.uk
- For media enquiries regarding the ‘On Camp With Kelly’ initiative please contact Gerri Carr on 0207 413 3128 / 07776 133311 or e-mail gerri.carr@hillandknowlton.com